

I. **AMENDMENT**

A. **In the Claims:**

Please amend the claims as follows:

1. (Currently amended) ~~A computer implemented method for using an order center apparatus to ship a product, the method including the steps of:~~

receiving an order for a product from an ordering computer, via a digital network, at a computer system;

receiving waybill data from a shipper computer, via the digital network, at the computer system; and

processing the order and the waybill data, with the computer system, so as to produce an electronic communication which is output to the digital network and which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill signals representing a packing list for an order of the product with the order center apparatus, located at an order center, the order center apparatus including a computer having a programmed processor;

assigning waybill shipping information signals to the order with a shipping apparatus including a digital computer;

linking, by digital communication, the signals representing the packing list with the waybill shipping information signals;

receiving the signals representing the packing list at a printer device at a distribution center located separately from the order center;

printing the packing list at the printer device; and

\_\_\_\_\_ shipping the product specified by the packing list, in accordance with the waybill shipping information signals, from the distribution center.

2. (Currently amended)      The method of claim 1, further including associating a customer-specified delivery date with the order, the step of:  
\_\_\_\_\_ receiving a customized component at the order center apparatus, from an ordering system including a computer; and wherein:  
\_\_\_\_\_ the step of linking includes linking the signals representing the packing list with the signals representing the customized component;  
\_\_\_\_\_ the step of receiving includes receiving the signals representing the customized component at the printer device;  
\_\_\_\_\_ the step of printing includes printing the customized component, along with the packing list and a shipping label, at the printing device; and  
\_\_\_\_\_ the step of shipping is carried out by shipping the customized component, along with the product, from the distribution center.

3. (Currently amended)      The method of claim 1, further including associating credit or charge card information with a customer-specified delivery date for a delayed order such that the card information corresponding the order is available at a time of the shipment of the delayed order, wherein the step of producing signals representing a packing list and said step of printing the packing list are carried out by using flowers as the product.

4. (Currently amended)      The method of claim 1, further including sending a communication, from the computer system to a financial institution computer system, so as to only initiate a payment corresponding to the order at a time subsequent to the shipment of the

product with the waybill, 3, further comprising the step of growing the flowers at the distribution center.

5. (Currently amended)      The method of claim 1, further including sending a communication, from the computer system to a financial institution computer system and triggered by the shipment of the product with the waybill, so as to initiate a payment corresponding to the order, 3, wherein the step of printing includes printing on a sheet in the printer device; and further including the step of:  
\_\_\_\_\_ locating demarcations on the sheet for detaching a shipping label from the packing list at the demarcations.

6. (Currently amended)      The method of claim 1, further including sending a communication, from the computer system to a financial institution computer system, so as to initiate payment corresponding to the order being fulfilled, 3, further including the step of locating a perforation on a sheet for detaching a shipping label from the packing list at the perforation.

7. (Currently amended)      The method of claim 1, further including sending a first communication prior to the shipment, from the computer system to a financial institution computer system to verify card availability, and sending a second communication subsequent to the shipment, from the computer system to a financial institution computer system, so as to initiate payment corresponding to the order being fulfilled, 3, further including the steps of:  
\_\_\_\_\_ receiving a message at the order center apparatus, from an ordering system including a computer, said message from a user of the ordering system to a recipient of the flowers; and wherein:

\_\_\_\_\_ the step of linking includes linking the signals representing the packing list with signals representing the message; and

\_\_\_\_\_ the step of printing includes printing the message, along with the packing list and a shipping label, at the printing device at the distribution center; and

\_\_\_\_\_ the step of shipping is carried out by shipping the message, along with the product, from the distribution center.

8. (Currently amended)      The method of claim 1, further including communicating billing information corresponding to the order to a Visa financial institution computer system. 7, wherein the step of printing includes printing the message at the printing device on a greeting card having preprinted artwork.

9. (Currently amended)      The method of claim 1, further including communicating billing information corresponding to the order to a MasterCard financial institution computer system. 5, wherein the step of printing is carried out with the sheet including a greeting card having preprinted artwork and demarcations for detaching the greeting card; and wherein the step of shipping includes separating the packaging list and the greeting card at the demarcations.

10. (Currently amended)      The method of claim 1, communicating billing information corresponding to the order to a Discover financial institution computer system. 3, wherein the step of assigning the waybill shipping information signals includes dynamically assigning the shipping information signals through a TCP/IP connection.

11. (Currently amended) The method of claim 1, further including communicating billing information corresponding to the order to American Express financial institution computer system. -3, further including the step of:  
\_\_\_\_\_ translating some of the signals, at the order center apparatus, to produce the signals representing the packing list and the shipping list signals in one digital format.

12. (Currently amended) The method of claim 1, further including sending a communication to a financial institution computer system to obtain a payment corresponding to the order responsive to receiving data triggered by a scan of the waybill. -3, ~~wherein the step of printing is carried out with the printing device being a fax machine; and further including the step of connecting the fax machine to a communications system for receiving of the signals representing the packing list and for receiving the shipping information signals.~~

13. (Currently amended) The method of claim 1, further including communicating so as to verify card availability, and processing to bill the card responsive to receiving a communication from the shipper computer indicating that the product has been shipped. -12, ~~wherein the step of connecting includes connecting an open end network gateway to a remote fax server and connecting the remote fax server to the fax machine.~~

14. (Currently amended) The method of claim 1, wherein the receiving an order is carried out via a web page, which automatically triggers the electronic communication to be sent so as to be received at a distribution center. -12, ~~wherein the step of connecting includes connecting a remote fax server with a fax modem in a local calling area of the distribution center and connecting the fax modem to the fax machine.~~

15. (Currently amended) The method of claim 1, wherein the receiving the waybill data comprises receiving the waybill data from a Federal Express computer system, and wherein the electronic communication is in one digital format, 1-3, further including the steps of:

\_\_\_\_\_ associating an order code with said order;  
\_\_\_\_\_ obtaining shipping status information from the shipping apparatus; and  
\_\_\_\_\_ associating the order code with the shipping status information at a machine-readable site having a network gateway address in facilitating access by an ordering system, including a computer, to determine the shipping status associated with the order.

16. (Currently amended) The method of claim 1, wherein the receiving the waybill data comprises receiving the waybill data from a UPS computer system, and the electronic communication is in one digital format, 3, wherein said step of shipping includes shipping the product in packaging displaying a network address to facilitate an electronic communication from an ordering system, including a computer, to the order center apparatus.

17. (Currently amended) The method of claim 1, wherein the electronic communication is in the one digital format, 3, further including the steps of:  
\_\_\_\_\_ connecting an ordering system, including a computer, to a network gateway; and  
\_\_\_\_\_ connecting the network gateway to the order center apparatus.

18. (Currently amended) The method of claim 1, wherein the specification comprises a packing list, 3, further including the steps of:  
\_\_\_\_\_ receiving ordering information at the order center by telephone; and

\_\_\_\_\_ entering the ordering information as input data to the order center apparatus in  
producing the signals representing the packing list.

19. (Currently amended) The method of claim 1, wherein the specification  
comprises a code, further comprising the step of  
\_\_\_\_\_ producing the product at the distribution center.

20. (Currently amended) The method of claim 1, further including obtaining  
shipping status information from the shipper computer, wherein the step of printing includes  
printing on a sheet in the printer device; and further including the step of  
\_\_\_\_\_ locating a demarcation on a sheet in the printer device for detaching the packing  
list from a shipping label.

21. (Currently amended) The method of claim 1, further including assigning a  
code to the order, wherein the step of printing includes printing on a sheet in the printer device;  
and further including the step of locating a perforation on a sheet for detaching a shipping label  
from the packing list at the perforation.

22. (Currently amended) The method of claim 1, further including associating  
a code with the order, obtaining shipping status information from the shipper computer, and  
associating the status information with the code, the steps of:  
\_\_\_\_\_ receiving signals representing a customized component at the order center  
apparatus, from an ordering system including a computer, the customized component including  
a message from a user of the ordering system to a recipient of the product; and wherein:

\_\_\_\_\_ the step of linking includes linking the signals representing the packing list with the signals representing the customized component;

\_\_\_\_\_ the step of printing includes printing the customized component, along with the packing list and a shipping label, at the printing device at the distribution center; and

\_\_\_\_\_ the step of shipping is carried out by shipping the customized component, along with the product, from the distribution center.

23. (Currently amended) The method of claim 1, further including associating a code with the order and providing a web page showing the order code. -22, wherein the step of printing the customized component includes printing the message on a greeting card at the distribution center.

24. (Currently amended) The method of claim 1, further including receiving identification of a name of a holiday without a date for the holiday, wherein the holiday has a year-to-year shifting date, and automatically applying a date to the order from the identification of the holiday, and wherein the electronic communication communicates the automatically applied date. -22, wherein the step of printing is carried out by locating a sheet in the printer, the sheet including a greeting card for the message and having preprinted artwork and a demarcation for detaching the greeting card from the packing list; and further including the step of separating the packing list from the greeting card by tearing the sheet at the demarcation.

25. (Currently amended) The method of claim 1, further including receiving a consumer-composed personal message to a recipient of the product, and wherein the electronic communication communicates the consumer-composed personal message. -22, wherein the



step of printing the customized element includes printing a graphical element as part of the customized component.

26. (Currently amended) The method of claim 1, further including receiving a consumer-composed personal message to a recipient of the product, and wherein the electronic communication communicates the consumer-composed personal message, and wherein the electronic communication is in one digital format, wherein the step of assigning the waybill shipping information signals includes dynamically assigning the shipping information signals through a TCP/IP connection.

27. (Currently amended) The method of claim 1, further including receiving a consumer-composed personal message to a recipient of the product, and locating the message into a template, and wherein the electronic communication comprises a format corresponding to the template, further including the step of:

\_\_\_\_\_ translating some of the signals, at the order center apparatus, to produce the signals representing the packing list and the shipping signals in one digital format.

28. (Currently amended) The method of claim 1, further including receiving a consumer-composed personal message to a recipient of the product, and locating in a template the message and a corresponding code or packing list as the specification of the product, and wherein the electronic communication comprises a format corresponding to the template, wherein the step of printing is carried out by using a fax machine as the printing device; and further including the step of connecting the fax machine to a communications system for the receiving of the signals representing the packing list.

29. (Currently amended) The method of claim 1, wherein the electronic communication communicates a delivery date. ~~28, wherein the step of connecting includes connecting via an open end network gateway to a remote fax server and connecting the remote fax server to the fax machine.~~

30. (Currently amended) The method of claim 1, wherein the electronic communication communicates a ship date and a delivery date. ~~28, wherein the step of connecting includes connecting to a remote fax server with a fax modem in a local calling area of the distribution center for a subsequent communication to the fax machine.~~

31. (Currently amended) The method of claim 1, wherein the computer system comprises a billing server which carries out billing for the order. ~~further including the steps of:~~

- ~~\_\_\_\_\_ associating an order code with said order;~~
- ~~\_\_\_\_\_ obtaining shipping status information from the shipping apparatus; and~~
- ~~\_\_\_\_\_ associating the order code with the status information at a machine-readable site having a network gateway address in facilitating access by a computer to determine shipping status associated with the order.~~

32. (Currently amended) The method of claim 1, wherein the computer system comprises a web server which carries out the receiving of the order. ~~wherein said step of shipping includes shipping the product in packaging displaying a network gateway address to facilitate an electronic communication from an ordering system, including a computer, to the order center apparatus.~~

33. (Currently amended) The method of claim 1, wherein the computer comprises a web server which carries out the receiving of the order; and further including processing a real-time card payment corresponding to the order, further including the steps of:  
\_\_\_\_\_ connecting an ordering system, including a computer, to a network gateway; and  
\_\_\_\_\_ connecting the network gateway to the order center apparatus.

34. (Currently amended) The method of claim 1, further including providing web pages, one of the pages being consumer-selectable to provide shopping by occasion.  
further including the steps of  
\_\_\_\_\_ receiving ordering information at the order center by telephone; and  
\_\_\_\_\_ entering the ordering information as input data to the order center apparatus in producing the signals representing the packing list.

35. (Currently amended) The method of claim 1, further including providing web pages, one of the pages indicating an arrangement for a holiday, further including the steps of:  
\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and  
\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

36. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing a screen showing a product in more detail than in a preceding screen. 35, further including the steps of:

\_\_\_\_\_ scanning a shipping label to obtain scanning data;  
\_\_\_\_\_ transmitting the scanning data to trigger the step of sending a second electronic communication.

37. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing a screen showing order confirmation.

An apparatus facilitating a product shipment, the apparatus including:

\_\_\_\_\_ an order center apparatus, located at an order center, producing signals representing a packing list for an order of a product, the order center apparatus including a computer having a programmed processor;  
\_\_\_\_\_ a shipping apparatus, including a digital computer, assigning waybill shipping information signals for the order;  
\_\_\_\_\_ a printer device, located at a distribution center located separate from the order center, receiving the signals representing the packing list and the shipping information signals, and printing the packing list at the printer device to facilitate shipping the product specified by the packing list, in accordance with the waybill shipping information signals, from the distribution center.

38. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing a screen showing order cancellation. A computer implemented method for using an order center apparatus to ship a product, the method including the steps of:

\_\_\_\_\_ receiving an order from a web site at the order center apparatus located at an order center, the order center apparatus including a computer having a processor;

\_\_\_\_\_controlling the processor with a computer program to the produce signals representing a packing list for the order;

\_\_\_\_\_receiving a waybill tracking number receiving from a shipping system including a computer;

\_\_\_\_\_associating signals representing the waybill tracking number with said signals representing the order;

\_\_\_\_\_locating a printer device at a distribution center separate from the order center and separate from the shipping system;

\_\_\_\_\_printing the packing list at the printer device from the signals representing the packing list; and

\_\_\_\_\_locating the product identified by the packing list in packaging for courier shipment from the distribution center according to a waybill corresponding to the waybill tracking number.

39. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing a screen showing confirmation of order cancellation. A computer implemented method for using an order center apparatus to ship a product, the method including the steps of:

\_\_\_\_\_providing the order center apparatus including a computer having a processor controlled by a computer program in producing output signals representing a packing list for an order of the product;

\_\_\_\_\_producing waybill shipping information signals at a shipping system, including a computer;

\_\_\_\_\_connecting the order center apparatus to a communications system, including the Internet, for transmitting the electrical signals representing the packing list;

\_\_\_\_\_ connecting the shipping system to a communications system, including the Internet, for transmitting the electrical signals representing the waybill shipping information signals;

\_\_\_\_\_ linking the signals representing the order with the signals representing the waybill shipping information;

\_\_\_\_\_ locating a printer device linked to the communications system at a distribution center separate from the ordering center and separate from the shipping system;

\_\_\_\_\_ receiving the signals representing the packing list at the printer device;

\_\_\_\_\_ receiving the signals representing the waybill shipping information signals at the printer device;

\_\_\_\_\_ printing a waybill at the printer from the waybill shipping information signals;

\_\_\_\_\_ printing a packing list from the signals representing the packing list; and  
shipping the product specified by the packing list, according to the waybill, from the distribution center.

40. (Currently amended)     The method of claim 1, further including providing web pages, one of the pages adapted to receive consumer modification of billing information, wherein any one of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

41. (Currently amended)     The method of claim 1, further including providing web pages, one of the pages providing a screen showing affiliates, 2, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

42. (Currently amended)      The method of claim 1 further including providing web pages, one of the pages providing a reminder service. 3, wherein all of the steps of assigning shipping information signals linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

43. (Currently amended)      The method of claim 1, further including providing web pages, one of the pages providing a screen showing an order confirmation comprising order quantity, product name, and message from a customer to a recipient of the product. A computer-implemented method for using an order center apparatus to enable shipping a gift and a user-composed greeting message to a recipient, the method including the steps of:  
\_\_\_\_\_ specifying the gift and the user-composed greeting message with an ordering system, including a computer, connected to a web site; and  
\_\_\_\_\_ connecting the web site to the order center apparatus including a processor controlled by a computer program to carry out steps of:  
\_\_\_\_\_ linking electronic signals representing the gift with the user-composed greeting message in communicating over the Internet for receipt by the recipient;  
\_\_\_\_\_ controlling the shipping of the gift to the recipient by obtaining shipping waybill data from a shipping apparatus; and  
\_\_\_\_\_ linking signals representing the order with the signals representing the waybill shipping data.

44. (Currently amended)      The method of claim 1, further including providing web pages, one of the pages providing a confirm order screen. -43, wherein the step of

communicating the user-composed greeting message is carried out using a Blue Mountain greeting card and a graphical element.

45. (Currently amended)      The method of claim 1, further including providing web pages, one of the pages providing a view order screen. -43, wherein the step of specifying the gift includes specifying flowers as the gift.

46. (Currently amended)      The method of claim 1, further including providing web pages, one of the pages providing a screen showing an order status and viewable responsive to receiving a valid order number corresponding to the order status for the order. 43, wherein the step of specifying the gift includes specifying flowers; and further including growing the flowers at a distribution center from which the gift is shipped.

47. (Currently amended)      The method of claim 1, further including associating the order with an order number, providing web pages, automatically polling the shipper computer, which corresponds to Federal Express, with the order number in generating order status information, and showing the generated order status information on a screen provided by one of the pages. A computer-implemented method for using an order-center apparatus to implement a delivery customized and fulfilled just for a recipient, the method including the steps of:

—————producing output electrical signals representing an order including a list of necessary intermediates of a flower arrangement for a delivery customized and fulfilled just for a recipient by causing an order-center apparatus located at an order-center to change input digital electrical signals received from an Internet web page into the output digital electrical signals, the



order center apparatus including a computer having a processor, the processor controlled by a computer program;

\_\_\_\_\_ assigning waybill tracking information signals to the order;

\_\_\_\_\_ linking, by digital communication, the signals representing the list with the waybill tracking information signals;

\_\_\_\_\_ communicating the signals representing the list to a printer device at a distribution center located remotely from the order center; and

\_\_\_\_\_ making the delivery customized and fulfilled just for the recipient, as specified by the list, in accordance with the waybill tracking information signals, from the distribution center.

48. (Cancelled)

49. (Currently amended)      The method of claim 1, further including providing web pages, receiving an order number at one of the pages, if the order number matches an order in a database of the computer system, displaying on a screen corresponding to one of the pages a Federal Express shipment status. -2-, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

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50. (Currently amended)      The method of claim 1, further including providing web pages, receiving an order number at one of the pages, if the order number matches an order in a database of the computer system, displaying on one of the screens a status corresponding to a shipment and a delivery date for the shipment. -3-, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

51. (Currently amended) The method of claim 1, providing web pages, one of the pages providing an order summary screen, 4, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

52. (Currently amended) The method of claim 1, further including providing web pages, one of the pages allowing, up to a shipping day, consumer modification of order information corresponding to a product order, -5, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

53. (Currently amended) The method of claim 1, further including providing web pages, one of the pages allowing saving of billing information in a database of the computer system, -6, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

54. (Currently amended) The method of claim 1, further including providing web pages, one of the pages adapted to carry out receiving of orders; \_\_\_\_\_  
\_\_\_\_\_ receiving an email address associated with the order at one of the pages; and  
\_\_\_\_\_ responsive to receiving a message that a card payment for the order has been  
declined, sending to the email address an email message including a hypertext link to one of the  
pages, -7, wherein any two of the steps of assigning shipping information signals, linking by

~~digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

55. (Currently amended) The method of claim 1, further including providing web pages whereby the order is received;  
receiving an email address associated with the order; and  
sending to the email address an email message identifying the order and  
including a hypertext link to one of the pages. 8, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

56. (Currently amended) The method of claim 1, further including providing web pages whereby the order is received;  
receiving an email address associated with the order; and  
sending to the email address an email message including a hypertext link. 9, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

57. (Currently amended) The method of claim 1, further including providing web pages, one of the pages allowing browsing inventory, with a detailed view mode. 10; wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

58. (Currently amended) The method of claim 1, further including providing a web site which provides for selecting an occasion; and associating a gift for the occasion with the order. -11, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

59. (Currently amended) The method of claim 12, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

60. (Currently amended) The method of claim 1, further including providing a web site which provides for associating an apology message with the order. -13, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

61. (Currently amended) The method of claim 1, further including providing a web site which provides for associating a "thank you" message with the order. -14, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

62. (Currently amended) The method of claim 1, further including providing a web site which provides for associating a "get well" message with the order. -15, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and

receiving the signals representing the packing list is carried out by communicating over the Internet.

63. (Currently amended) The method of claim 1, further including error checking with respect to order quantity, product, recipient message, and shipping information. 16, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

64. (Currently amended) The method of claim 1, further including providing web pages, one of the pages associating the order with recipient information, stored from a prior order. 17, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

65. (Currently amended) The method of claim 1, further including providing web pages, one of the pages showing recipient information corresponding to the order, and wherein entry at one of the pages to buy product results in getting the recipient information from a database of the computer system. 18, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

66. (Currently amended) The method of claim 1, further including some of the processing of the computer system is batch processing and credit or charge card processing is real-time. 19, wherein any two of the steps of assigning shipping information signals, linking

~~by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

67. (Currently amended)     The method of claim 1, further including a database server storing data in a database, the data corresponding to distribution centers, and further including sending, by accessing the data in the database, the electronic communication to one of the distribution centers. ~~-20, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

68. (Currently amended)     The method of claim 1, further including determining a supplier payment corresponding to the shipment. ~~21, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

69. (Currently amended)     The method of claim 1, wherein the waybill data corresponds to a recipient located in the United States or Canada. ~~-22, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

70. (Currently amended)     The method of claim 1, further including storing data in a database, the data corresponding to a plurality distribution centers, and selecting one distribution center from among the plurality of distribution centers by accessing data in the data in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises price data. ~~-23, wherein any~~

~~two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

71. (Currently amended)      The method of claim 1, further including storing data in a database, the data corresponding to a plurality distribution centers, and selecting one distribution center from among the plurality of distribution centers by accessing data in the data in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises inventory data.

~~-24, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

72. (Currently amended)      The method of claim 1, further including storing data in a database, the data corresponding to a plurality distribution centers, and selecting one distribution center from among the plurality of distribution centers by accessing data in the data in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises geographic location data.

~~-25, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

73. (Currently amended)      The method of claim 1, further including selecting one of a plurality of distribution centers to receive the electronic communication. ~~-26, wherein any two of the steps of assigning shipping information signals, linking by digital communication,~~

and receiving the signals representing the packing list is carried out by communicating over the Internet.

74. (Currently amended) The method of claim 1, further including providing a web page, whereby the order is received, and also providing for manual entry of an order received over a telephone system. -27, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

75. (Currently amended) The method of claim 1, wherein the electronic communication is communicated from an ordering center so as to provide remote control of distribution of the product at a location where the product was produced. -28, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

76. (Currently amended) The method of claim 1, further including sending an electronic communication to the shipper computer resulting in a courier vehicle picking up the shipment at a distribution center located apart from the ordering center. -29, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

77. (Currently amended) The method of claim 1, wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated



from the computer system at the ordering center to a distribution center to implement the shipment to a customer. -30-, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

78. (Currently amended)      The method of claim 1, wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment to a recipient other than a customer. -31-, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

79. (Currently amended)      The method of claim 1, wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment as a gift to a recipient. -32-, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

80. (Currently amended)      The method of claim 1, wherein the processing for the order for a gift is not the same as the processing if the order is not for a gift. -33-, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

81. (Currently amended) The method of claim 1, wherein the electronic communication is communicated through a TCP/IP connection. ~~-34, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

82. (Currently amended) The method of claim 1, wherein the electronic communication is communicated by an Internet communication. ~~-35, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

83. (Currently amended) The method of claim 1, wherein the specification of the product comprises specification of a product to be packaged with a coolant in carrying out the shipment. ~~-36, wherein any two of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

84. (Cancelled)

85. (Cancelled)

86. (Currently amended) The method of claim 1, wherein the sheet, when printed, comprises a Federal Express waybill. ~~4, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

87. (Currently amended) The method of claim 1, wherein the processing includes processing the order as a gift; and further including associating a user-composed message with the order, and wherein the shipment includes the message. -5, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

88. (Currently amended) The method of claim 1, wherein the processing of the order implements a delivery customized and fulfilled for a recipient. -6, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

89. (Currently amended) The method of claim 1, further including associating the order with a status code indicative of a Federal Express shipment prepared. -7, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

90. (Currently amended) The method of claim 1, further including associating the order with a status code indicative of a credit card authorized. 8, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

91. (Currently amended) The method of claim 1, further including associating the order with a status code indicative of pending processing. -9, wherein all of the steps of

assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

92. (Currently amended) The method of claim 1, further including associating the order with a status code indicative of product shipped. -10, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

93. (Currently amended) The method of claim 1, further including associating the order with a status code indicative of a credit card captured. -11, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

94. (Currently amended) The method of claim 1, further including associating the order with a status code indicative of a settlement error. -12, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

95. (Currently amended) The method of claim 1, further including associating the order with a status code indicative of a credit card settled. -13, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

96. (Currently amended) The method of claim 1, further including associating the order with a status code indicative of a completed order. -14, wherein all of the steps of

~~assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

97. (Currently amended) The method of claim 1, further including associating the order with a status code indicative of a canceled order. ~~-15, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

98. (Currently amended) The method of claim 1, further including associating the order with a status code indicative of a customer notified by email. ~~-16, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

99. (Currently amended) The method of claim 1, further including providing web pages, and recognizing a prior customer from an order placed via the web pages. ~~-17, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

100. (Currently amended) The method of claim 1, further including providing a web page, and recognizing a prior web page user from a cookie corresponding to use of the web page. ~~-18, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.~~

101. (Currently amended) The method of claim 1, further including recognizing an email address associated with the order. -19, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

102. (Currently amended) The method of claim 1, further including verifying that only a product within inventory can be ordered. -20, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

103. (Currently amended) The method of claim 1, further including producing an audit report which compares product that has been shipped so as to identify unfulfilled orders. 21, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

104. (Currently amended) The method of claim 1, further including receiving a message from a consumer that placed the order at a web page, the communication cancelling the order. -22, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

105. (Currently amended) The method of claim 1, further including providing web pages, wherein at least one of the pages provides selectable sorting by price. -23, wherein all of the steps of assigning shipping information signals, linking by digital communication, and

receiving the signals representing the packing list is carried out by communicating over the Internet.

106. (Currently amended) The method of claim 1, further including a plurality of servers, an email capability corresponding to the order, -24, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

107. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing fields to enter recipient information for storage of that recipient information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows selecting a recipient from the stored recipient information and the selecting triggers populating fields used in the making of the order, -25, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

108. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing fields to enter customer information for storage of that customer information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows using the stored customer information to populate fields used in the making of the order, -26, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

109. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing items indicated as appropriate for a holiday, the items being selectable so as to facilitate placing the order. -27, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

110. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing items indicated as appropriate for a holiday with a date that changes from year to year, the items being selectable to facilitate placing the order. -28, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

111. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing items indicated as appropriate for Easter, the items being selectable to facilitate placing the order. -29, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

112. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing items indicated as appropriate for Secretaries Day, the items being selectable to facilitate placing the order. -30, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.



113. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing items indicated as appropriate for Mother's Day, the items being selectable to facilitate placing the order. -31, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

114. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing items indicated as appropriate for Passover, the items being selectable to facilitate placing the order. -32, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

115. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing items indicated as appropriate for Thanksgiving, the items being selectable to facilitate placing the order. -33, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

116. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing items indicated as appropriate for Valentine's Day, the items being selectable to facilitate placing the order. -34, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

117. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing a selectable occasion, which if selected, causes a display of a portion of inventory. -35, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

118. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing a selectable occasion, which if selected, causes a display of inventory sorted by price. -36, wherein all of the steps of assigning shipping information signals, linking by digital communication, and receiving the signals representing the packing list is carried out by communicating over the Internet.

119. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing a selectable occasion, which if selected, causes a display of inventory sorted by popularity. A computer-implemented method for making a product for shipping by using an order center apparatus, the method including the steps of:

- \_\_\_\_\_ producing signals representing a packing list for an order of the product with the order center apparatus, located at an order center, the order center apparatus including a computer having a programmed processor;
- \_\_\_\_\_ assigning waybill shipping information signals to the order with a shipping apparatus including a digital computer;
- \_\_\_\_\_ linking, by digital communication, the signals representing the packing list with the waybill shipping information signals;
- \_\_\_\_\_ receiving the signals representing the packing list at a printer device at a distribution center located separately from the order center;

\_\_\_\_\_ printing the packing list at the printer device;  
\_\_\_\_\_ producing the product; and  
\_\_\_\_\_ shipping the product specified by the packing list, in accordance with the waybill  
shipping information signals, from the distribution center.

120. (Currently amended) The method of claim 1, further including providing  
web pages, the web pages collectively enabling placement of the order of the product and the  
shipment by the shipper. A computer implemented method for making a product for  
shipping by using an order center apparatus, the method including the steps of:  
\_\_\_\_\_ receiving an order from a web site at the order center apparatus including a  
computer having a processor;  
\_\_\_\_\_ controlling the processor with a computer program to the produce signals  
representing a packing list for the order;  
\_\_\_\_\_ receiving a waybill tracking number receiving from a shipping system including a  
computer;  
\_\_\_\_\_ associating signals representing the waybill tracking number with said signals  
representing the order;  
\_\_\_\_\_ locating a printer device at a distribution center separate from the order center  
and separate from the shipping system;  
\_\_\_\_\_ printing the packing list at the printer device from the signals representing the  
packing list;  
\_\_\_\_\_ making the product; and  
\_\_\_\_\_ locating the product identified by the packing list in packaging for courier  
shipment from the distribution center according to a waybill corresponding to the waybill tracking  
number.

121. (Currently amended) The method of claim 1, further including providing web pages, the web pages collectively enabling placement of the order of the product, the shipment by the shipper, and viewing shipment status of the shipper. A computer implemented method for making a product for shipping by using an order center apparatus, the method including the steps of:

- \_\_\_\_\_ providing the order center apparatus at an order center, the order center apparatus including a computer having a processor controlled by a computer program in producing output signals representing a packing list for an order of the product;
- \_\_\_\_\_ producing waybill shipping information signals at a shipping system, including a computer;
- \_\_\_\_\_ linking the order center apparatus to a communications system, including the Internet, for transmitting the electrical signals representing the packing list;
- \_\_\_\_\_ linking the shipping system to a communications system, including the Internet, for transmitting the electrical signals representing the packing list;
- \_\_\_\_\_ locating a printer device linked to the communications system at a distribution center separate from the ordering center and separate from the shipping system;
- \_\_\_\_\_ receiving the packing list at the printer device;
- \_\_\_\_\_ receiving the signals representing the waybill shipping information signals at the printer device;
- \_\_\_\_\_ printing a waybill at the printer from the waybill shipping information signals;
- \_\_\_\_\_ printing a packing list from the signals representing the packing list;
- \_\_\_\_\_ producing the product; and
- \_\_\_\_\_ shipping the product specified by the packing list, according to the waybill, from the distribution center.

122. (Currently amended) The method of claim 1, further including providing web pages, the web pages collectively enabling placement of the order and the shipment by the shipper to the United States or to Canada. A computer implemented process for making a product for shipping, the process including the steps of:

- \_\_\_\_\_ enabling a user of an ordering system to ship the product as a gift and communicate a message to a recipient by connecting the ordering system, including a computer, to a web site;
- \_\_\_\_\_ making the product for the shipping; and
- \_\_\_\_\_ connecting the web site to the order center apparatus including a processor controlled by a computer program to carry out steps of:
  - \_\_\_\_\_ linking electronic signals representing the gift with the message in communicating over the Internet for receipt by the recipient;
  - \_\_\_\_\_ controlling the shipping of the gift to the recipient by obtaining shipping waybill data from a shipping apparatus; and
  - \_\_\_\_\_ linking signals representing the order with the signals representing the waybill shipping data.

123. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing fields to enter reminder information for storage of that reminder information, the reminder information used to trigger an email reminder. A computer implemented method for making a product for shipping by using an order center apparatus to implement a delivery customized and fulfilled just for a recipient, the method including the steps of:

\_\_\_\_\_ producing output electrical signals representing a list of necessary intermediates of a flower arrangement as the product for a delivery customized and fulfilled just for a recipient by causing an order center apparatus located at an order center to change input digital electrical signals received from an Internet web page into the output digital electrical signals, the order center apparatus including a computer having a processor, the processor controlled by a computer program;

\_\_\_\_\_ assigning waybill tracking information signals to the order;

\_\_\_\_\_ linking, by digital communication, the signals representing the list with the waybill tracking information signals;

\_\_\_\_\_ communicating the signals representing the list to a printer device at a distribution center located remotely from the order center;

\_\_\_\_\_ making the product; and

\_\_\_\_\_ making the delivery customized and fulfilled just for the recipient, as specified by the list, in accordance with the waybill tracking information signals, from the distribution center.

124. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of a birthday. -38, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

125. (Currently amended) The method of claim 1, ~~39~~, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

126. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of an anniversary. ~~43~~, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

127. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder, wherein the email reminder comprises a special offer for an order. ~~47~~, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

128. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder, wherein the email reminder comprises an offer of free shipping for an order. -119, further including the steps of:  
\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and  
\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

129. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder, wherein an offer of a special price for an order. -120, further including the steps of:  
\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and  
\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

130. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing for ordering food. -121, further including the steps of:



\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order-center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

131. (Currently amended) The process of claim 1, further including providing web pages, one of the pages providing for ordering chocolates. -122, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order-center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

132. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing for ordering a basket of food. -123, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order-center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

133. (Currently amended) The method of claim 1, further including providing web pages, one of the pages using an SSL security certificate used to carry out the order. -2-, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

134. (Currently amended) The method of claim 1, further including providing web pages, one of the pages using an SSL security certificate used when a user views one of the web pages in which personal information may be edited. -3-, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

135. (Currently amended) The method of claim 1, further including providing web pages, one of the pages using an SSL security certificate used when a user performs an action in which personal information may be edited. -4-, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

136. (Currently amended) The method of claim 1, further including providing a web site with web pages such that card account information cannot be accessed from the web site. -7, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

137. (Currently amended) The method of claim 1, further including providing a web site with web pages such that card account information can be changed at the web site only by entering an order number. -15, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

138. (Currently amended) The method of claim 1, further including providing a web site with web pages such that card account information can be changed at one of the web pages such that the card account information cannot be accessed from any other portion of the web site. -22, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order-center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

139. (Currently amended) The method of claim 1, further including processing to carry out a purchase for the order on line. -27, further including the steps of:

\_\_\_\_\_ prior to carrying out the step of shipping the product, verifying availability on a charge card to pay for the product with an electrical communication from the order-center apparatus to a charge card system, including a computer; and

\_\_\_\_\_ subsequent to carrying out the step of shipping the product, sending a second electronic communication to the charge card system to obtain payment for the product.

140. (Currently amended) The method of claim 1, further including processing to carry out a purchase for the order with CyberCash. further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and

\_\_\_\_\_ entering the ordering information into the order-center apparatus.

141. (Currently amended) The method of claim 1, further including processing to carry out a purchase for the order with real-time card processing. -2, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and

\_\_\_\_\_ entering the ordering information into the order center apparatus.

142. (Currently amended) The method of claim 1, further including providing web pages, whereby fields are provided to make a purchase and fields are provided to make the shipment. -3, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and

\_\_\_\_\_ entering the ordering information into the order center apparatus.

143. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing fields to enable receiving gift registry information. -4, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and

\_\_\_\_\_ entering the ordering information into the order center apparatus.

144. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing links to partner web sites. -7, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and

\_\_\_\_\_ entering the ordering information into the order center apparatus.

145. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing links to partner web sites with product offerings. -15, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and  
\_\_\_\_\_ entering the ordering information into the order center apparatus.

146. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing links to coprovider web sites, -27, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and  
\_\_\_\_\_ entering the ordering information into the order center apparatus.

147. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing links to affiliate web sites, -38, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and  
\_\_\_\_\_ entering the ordering information into the order center apparatus.

148. (Currently amended) The method of claim 1, further including providing web pages, one of the pages providing links to affiliate web sites, and processing to provide a credit for an affiliate referral associated with the order, -39, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and  
\_\_\_\_\_ entering the ordering information into the order center apparatus.

149. (Currently amended) The method of claim 1, further including processing to provide a credit for an affiliate referral associated with the order. ~~47~~, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and  
\_\_\_\_\_ entering the ordering information into the order center apparatus.

150. (Currently amended) The method of claim 1, further including tracking referrers associated with respective orders. ~~119~~, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and  
\_\_\_\_\_ entering the ordering information into the order center apparatus.

151. (Currently amended) The method of claim 1, further including associating a referral code with respective orders. ~~120~~, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and  
\_\_\_\_\_ entering the ordering information into the order center apparatus.

152. (Currently amended) The method of claim 1, further including providing, at a web site, a consumer-selectable greeting card, which if selected, associates the greeting card with the order. ~~121~~, further including the steps of:

\_\_\_\_\_ providing a telephone for receiving ordering information as an alternative to receiving the ordering information over the Internet; and  
\_\_\_\_\_ entering the ordering information into the order center apparatus.

153. (Currently amended) The method of claim 1, further including providing a text box with context of a graphic for the card. -2, further including the step of communicating an email confirmation of the order.

154. (Currently amended) The method of claim 1, wherein the electronic communication includes two dates, the dates including a deliver by date. 3, further including the step of communicating an email confirmation of the order.

155. (Currently amended) The method of claim 1, further including selecting a supplier of the product. 4, further including the step of communicating an email confirmation of the order.

156. (Currently amended) The method of claim 1, wherein the electronic communication includes an indication that a delivery of the product can be carried out a drop off at a recipient's door. -5, further including the step of communicating an email confirmation of the order.

157.-326. (Cancelled)

327. (New) Apparatus including:

a computer system including a memory storing computer program instructions, which when run, cause the computer system to perform operations including processing an order, which has been received via a digital network from an ordering computer system, and waybill data, which has been received via the digital network from a shipper computer system, so as to produce an electronic communication which is output to the digital network and which,



when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by shipment of the product with the waybill.

328. (New) The apparatus of claim 327, wherein the operations include associating a customer-specified delivery date with the order.

329. (New) The apparatus of claim 327, wherein the operations include associating credit or charge card information with a customer-specified delivery date for a delayed order such that the card information corresponding the order is available at a time of the shipment of the delayed order.

330. (New) The apparatus of claim 327, wherein the operations include sending a communication, from the computer system to a financial institution computer system, so as to only initiate a payment corresponding to the order at a time subsequent to the shipment of the product with the waybill.

331. (New) The apparatus of claim 327, wherein the operations include sending a communication, from the computer system to a financial institution computer system and triggered by the shipment of the product with the waybill, so as to initiate a payment corresponding to the order.

332. (New) The apparatus of claim 327, wherein the operations include sending a communication, from the computer system to a financial institution computer system, so as to initiate payment corresponding to the order being fulfilled.

333. (New) The apparatus of claim 327, wherein the operations include sending a first communication prior to the shipment, from the computer system to a financial institution computer system to verify card availability, and sending a second communication subsequent to the shipment, from the computer system to a financial institution computer system, so as to initiate payment corresponding to the order being fulfilled.

334. (New) The apparatus of claim 327, wherein the operations further comprise communicating billing information corresponding to the order to a Visa financial institution computer system.

335. (New) The apparatus of claim 327, wherein the operations further comprise communicating billing information corresponding to the order to a MasterCard financial institution computer system.

336. (New) The apparatus of claim 327, wherein the operations further comprise communicating billing information corresponding to the order to a Discover financial institution computer system.

337. (New) The apparatus of claim 327, wherein the operations further comprise communicating billing information corresponding to the order to an American Express financial institution computer system.

338. (New) The apparatus of claim 327, wherein the operations further comprise sending a communication to a financial institution computer to obtain a payment corresponding to the order responsive to receiving data triggered by a scan of the waybill.

339. (New) The apparatus of claim 327, wherein the operations include communicating so as to verify card availability, and processing to bill the card responsive to receiving a communication from the shipper computer system indicating that the product has been shipped.

340. (New) The apparatus of claim 327, wherein the order is received at a web page that automatically triggers the electronic communication to be sent to a distribution center.

341. (New) The apparatus of claim 327, wherein the computer system comprises a server which receives the waybill data from the shipper computer system which corresponds to Federal Express, and wherein the electronic communication is in one digital format.

342. (New) The apparatus of claim 327, wherein the computer system comprises a server which receives the waybill data from the shipper computer system which corresponds to UPS, and wherein the electronic communication is in one digital format.

343. (New) The apparatus of claim 327, wherein the waybill data comprises dynamically assigned waybill information, and wherein the operations further comprise: processing such that indication of a pick up of the product is communicated to the shipper computer system and subsequently, an indication of the pick up is communicated from the shipper computer system to the computer system, resulting in automatic billing to a financial institution computer system.

344. (New) The apparatus of claim 327, wherein the operations include processing the waybill data and the specification of the product such that the electronic communication is in the one digital format.

345. (New) The apparatus of claim 327, wherein the specification comprises a packing list.

346. (New) The apparatus of claim 327, wherein the specification comprises a code.

347. (New) The apparatus of claim 327, wherein the operations include assigning a code to the order.

348. (New) The apparatus of claim 327, wherein the operations include associating a code with the order, obtaining shipping status information from the shipper computer system, and associating the status information with the code.

349. (New) The apparatus of claim 327, wherein the operations include associating a code with the order and providing a web page showing the order code.

350. (New) The apparatus of claim 327, wherein the operations include receiving identification of a name of a holiday without a date for the holiday, wherein the holiday has a year-to-year shifting date, and automatically applying a date to the order from the identification of the holiday, and wherein the electronic communication communicates the automatically applied date.

351. (New) The apparatus of claim 327, wherein the operations comprise receiving a consumer-composed personal message to a recipient of the product, and the electronic communication communicates the consumer-composed personal message.

352. (New) The apparatus of claim 327, wherein the operations comprise receiving a consumer-composed personal message to a recipient of the product, and the electronic communication communicates the consumer-composed personal message, and wherein the electronic communication is in one digital format.

353. (New) The apparatus of claim 327, wherein the operations comprise receiving a consumer-composed personal message to a recipient of the product, and locating the message into a template, and wherein the electronic communication comprises a format corresponding to the template.

354. (New) The apparatus of claim 327, wherein the operations comprise receiving a consumer-composed personal message to a recipient of the product, and forming a template containing the message and a corresponding code or packing list as the specification of the product, and wherein the electronic communication comprises a format corresponding to the template.

355. (New) The apparatus of claim 327, wherein the electronic communication communicates a delivery date.

356. (New) The apparatus of claim 327, wherein the computer system comprises a billing server which carries out billing for the order.

357. (New) The apparatus of claim 327, wherein the computer system comprises a web server whereby the order is received.

358. (New) The apparatus of claim 327, wherein the computer system comprises a web server whereby the order is received; and wherein the operations include real-time card payment processing corresponding to fulfillment of the order.

359. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages being consumer-selectable to provide shopping by occasion.

360. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages indicating an appropriate arrangement for a holiday.

361. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a screen showing a product in more detail than in a preceding screen.

362. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a screen showing order confirmation.

363. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a screen showing order cancellation.

364. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a screen showing confirmation of order cancellation.

365. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages adapted to receive consumer modification of billing information.

366. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a screen showing affiliates.

367. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a reminder service.

368. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a screen showing an order confirmation comprising order quantity, product name, and message from a customer to a recipient of the product.

369. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a confirm order screen.

370. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a view order screen.

371. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a screen showing an order status and viewable responsive to receiving a valid order number corresponding to the order status for the order.

372. (New) The apparatus of claim 327, wherein the operations include associating the order with an order number, providing web pages, automatically polling the shipper computer system corresponding to Federal Express with the order number in generating order status information, and showing the generated order status information on a screen provided by one of the pages.

373. (New) The apparatus of claim 327, wherein the operations include providing web pages, receiving an order number at one of the pages, if the order number matches an order in a database of the computer system, displaying on a screen corresponding to one of the pages a Federal Express shipment status.

374. (New) The apparatus of claim 327, wherein the operations include providing web pages, receiving an order number at one of the pages, if the order number matches an order in a database of the computer system, displaying on one of the screens a status corresponding to a shipment and a delivery date for the shipment.

375. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing an order summary screen.

376. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages allowing, up to a shipping day, consumer modification of order information corresponding to a product order.



377. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages allowing saving of billing information in a database of the computer system.

370. (New) The apparatus of claim 327, wherein the operations include:  
providing web pages, one of the pages adapted to carry out receiving of orders;  
receiving an email address associated with the order at one of the pages; and  
responsive to receiving a message that a card payment for the order has been declined,  
sending to the email address an email message including a hypertext link to one of the pages.

379. (New) The apparatus of claim 327, wherein the operations include:  
providing web pages whereby the order is received;  
receiving an email address associated with the order; and  
sending to the email address an email message identifying the order and including a  
hypertext link to one of the pages.

380. (New) The apparatus of claim 327, wherein the operations include:  
providing web pages whereby the order is received;  
receiving an email address associated with the order; and  
sending to the email address an email message including a hypertext link.

381. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages allowing browsing inventory, with a detailed view mode.

382. (New) The apparatus of claim 327, wherein the operations include providing

a web site which provides for selecting an occasion; and associating a gift for the occasion with the order.

383. (New) The apparatus of claim 327, wherein the operations include providing a web site which provides for associating an apology message with the order.

384. (New) The apparatus of claim 327, wherein the operations include providing a web site which provides for associating a "thank you" message with the order.

385. (New) The apparatus of claim 327, wherein the operations include providing a web site which provides for associating a "get well" message with the order.

386. (New) The apparatus of claim 327, wherein the operations include error checking with respect to order quantity, product, recipient message, and shipping information.

387. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages associating the order with recipient information, stored from a prior order.

388. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages showing recipient information corresponding to the order, and wherein entry at one of the pages to buy product results in getting the recipient information from a database of the computer system.

389. (New) The apparatus of claim 327, wherein the operations are carried out with some batch processing and real-time credit or charge card processing.

390. (New) The apparatus of claim 327, wherein the computer system comprises a database server storing data in a database, the data corresponding to distribution centers, and the operations include sending, by accessing the data in the database, the electronic communication to one of the distribution centers.

391. (New) The apparatus of claim 327, wherein the operations comprise determining supplier payment for the shipment.

392. (New) The apparatus of claim 327, wherein the waybill data is dynamically assigned waybill data for carrying out the shipment to a recipient located in the United States or Canada.

393. (New) The apparatus of claim 327, wherein the computer system comprises a database server storing data in a database, the data corresponding to a plurality distribution centers, and the operations include selecting one distribution center from among the plurality of distribution centers by accessing data in the data in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises price data.

394. (New) The apparatus of claim 327, wherein the computer system comprises a database server storing data in a database, the data corresponding to a plurality distribution centers, and the operations include selecting one distribution center from among the plurality of

distribution centers by accessing data in the data in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises inventory data.

395. (New) The apparatus of claim 327, wherein the computer system comprises a database server comprises a database server storing data in a database, the data corresponding to a plurality distribution centers, and the operations include selecting one distribution center from among the plurality of distribution centers by accessing data in the data in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises geographic location data.

396. (New) The apparatus of claim 327, wherein the operations include selecting one of a plurality of distribution centers to receive the electronic communication.

397. (New) The apparatus of claim 327, wherein the computer system provides a web page, whereby the order is received, and also provides for manual entry of an order received over a telephone system.

398. (New) The apparatus of claim 327, wherein the electronic communication is communicated from an ordering center so as to provide remote control of distribution of the product at a location where the product was produced.

399. (New) The apparatus of claim 327, wherein the operations include sending an electronic communication to the shipper computer system resulting in a courier vehicle picking up the shipment at a distribution center located apart from the ordering center.

400. (New) The apparatus of claim 327, wherein the order is received at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment to the customer.

401. (New) The apparatus of claim 327, wherein the order is received at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment to a recipient other than the customer.

402. (New) The apparatus of claim 327, wherein the order is received at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment as a gift to a recipient.

403. (New) The apparatus of claim 327, wherein if the order is an order of a gift, the operations is not the same as if the order is not an order of a gift.

404. (New) The apparatus of claim 327, wherein the electronic communication is communicated through a TCP/IP connection.

405. (New) The apparatus of claim 327, wherein the electronic communication is communicated by an Internet communication.

406. (New) The apparatus of claim 327, wherein the specification of the product comprises specification of a product to be packaged with a coolant in carrying out the shipment.

407. (New) The apparatus of claim 327, wherein the sheet, when printed, comprises a Federal Express waybill.

408. (New) The apparatus of claim 327, wherein the operations include: processing the order as a gift; and associating a user-composed message with the order, and the shipment includes the message.

409. (New) The apparatus of claim 327, wherein the processing of the order implements a delivery customized and fulfilled for a recipient.

410. (New) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a Federal Express shipment prepared.

411. (New) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a credit card authorized.

412. (New) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of pending processing.

413. (New) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of product shipped.

414. (New) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a credit card captured.

415. (New) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a settlement error.

416. (New) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a credit card settled.

417. (New) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a completed order.

418. (New) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a canceled order.

419. (New) The apparatus of claim 327, wherein the operations include associating the order with a status code indicative of a customer notified by email.

420. (New) The apparatus of claim 327, wherein the operations include providing web pages, and recognizing a prior customer from an order placed via the web pages.

421. (New) The apparatus of claim 327, wherein the operations include providing a web page, and recognizing a prior web page user from a cookie corresponding to use of the web page.

422. (New) The apparatus of claim 327, wherein the operations include recognizing an email address associated with the order.

423. (New) The apparatus of claim 327, wherein the operations verifying that only a product within inventory can be ordered.

424. (New) The apparatus of claim 327, wherein the operations include producing an audit report which compares product that has been shipped so as to identify unfulfilled orders.

425. (New) The apparatus of claim 327, wherein the operations include receiving a message from a consumer that placed the order at a web page, the communication cancelling the order.

426. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages to locate an item, another of the pages to place an order, wherein at least one of the pages provides selectable sorting by price.

427. (New) The apparatus of claim 327, wherein the computer system is comprised of a plurality of servers, and wherein the operations include an email capability corresponding to the order.

428. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing fields to enter recipient information for storage of that recipient information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows selecting a recipient from the stored recipient information and the selecting triggers populating fields used in the making of the order.



429. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing fields to enter customer information for storage of that customer information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows using the stored customer information to populate fields used in the making of the order.

430. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing items indicated as appropriate for a holiday, the items being selectable so as to facilitate placing the order.

431. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing items indicated as appropriate for a holiday with a date that changes from year to year, the items being selectable to facilitate placing the order.

432. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing items indicated as appropriate for Easter, the items being selectable to facilitate placing the order.

433. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing items indicated as appropriate for Secretaries Day, the items being selectable to facilitate placing the order.

434. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing items indicated as appropriate for Mother's Day, the items being selectable to facilitate placing the order.

435. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing items indicated as appropriate for Passover, the items being selectable to facilitate placing the order.

436. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing items indicated as appropriate for Thanksgiving, the items being selectable to facilitate placing the order.

437. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing items indicated as appropriate for Valentine's Day, the items being selectable to facilitate placing the order.

438. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a selectable occasion, which if selected, causes a display of a portion of inventory.

439. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a selectable occasion, which if selected, causes a display of inventory sorted by price.

440. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing a selectable occasion, which if selected, causes a display of inventory sorted by popularity.

441. (New) The apparatus of claim 327, wherein the operations include providing web pages, the web pages collectively enabling placement of the order of the product and the shipment by the shipper.

442. (New) The apparatus of claim 327, wherein the operations include providing web pages, the web pages collectively enabling placement of the order of the product, the shipment by the shipper, and viewing shipment status of the shipper.

443. (New) The apparatus of claim 327, wherein the operations include providing web pages, the web pages collectively enabling placement of the order and the shipment by the shipper to the United States or to Canada.

444. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing fields to enter reminder information for storage of that reminder information, the reminder information used to trigger an email reminder.

445. (New) The apparatus of claim 327, wherein the operations include: providing web pages, one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of a birthday.

446. (New) The apparatus of claim 327, wherein the operations include: providing web pages, one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of an anniversary.

447. (New) The apparatus of claim 327, wherein the operations include: providing web pages, one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder, wherein the email reminder comprises a special offer for an order.

448. (New) The apparatus of claim 327, wherein the operations include: providing web pages, one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder, wherein the email reminder comprises an offer of free shipping for an order.

449. (New) The apparatus of claim 327, wherein the operations include: providing web pages, one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder, wherein an offer of a special price for an order.

450. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing for ordering food.

451. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing for ordering chocolates.

451. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing for ordering a basket of food.

452. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages using an SSL security certificate used to carry out the order.

453. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages using an SSL security certificate used when viewing one of the web pages in which personal information may be edited.

454. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages using an SSL security certificate used when performing an action in which personal information may be edited.

455. (New) The apparatus of claim 327, wherein the operations include providing a web site with web pages such that card account information cannot be accessed from the web site.

456. (New) The apparatus of claim 327, wherein the operations include providing a web site with web pages such that card account information can be changed at the web site only by entering an appropriate order number.

457. (New) The apparatus of claim 327, wherein the operations include providing a web site with web pages such that card account information can be changed at one of the web

pages such that the card account information cannot be accessed from any other portion of the web site.

458. (New) The apparatus of claim 327, wherein the operations include processing to carry out a purchase for the order on line.

459. (New) The apparatus of claim 327, wherein the operations include processing to carry out a purchase for the order with CyberCash.

460. (New) The apparatus of claim 327, wherein the operations include processing to carry out a purchase for the order with real-time card processing.

461. (New) The apparatus of claim 327, wherein the operations include wherein the operations include providing web pages, whereby fields are provided to make a purchase and fields are provided to make the shipment.

462. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing fields to enable receiving gift registry information.

463. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing links to partner web sites.

464. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing links to partner web sites with product offerings.

465. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing links to coprovider web sites.

466. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing links to an affiliate web sites.

467. (New) The apparatus of claim 327, wherein the operations include providing web pages, one of the pages providing links to an affiliate web sites, and the operations further include processing to provide a credit for an affiliate referral associated with the order.

468. (New) The apparatus of claim 327, wherein the operations include processing to provide a credit for an affiliate referral associated with the order.

469. (New) The apparatus of claim 327, wherein the operations include tracking referrers associated with respective orders.

470. (New) The apparatus of claim 327, wherein the operations include associating a referral code with respective orders.

471. (New) The apparatus of claim 327, wherein the operations include providing, at a web site, a consumer-selectable greeting card, which if selected, associates the greeting card with the order.

472. (New) The apparatus of claim 327, wherein the operations include providing a text box with context of a graphic for the card.

473. (New) The apparatus of claim 327, wherein the communication includes two dates, the dates including a deliver by date.

474. (New) The apparatus of claim 327, wherein the operations include selecting a supplier of the product.

475. (New) The apparatus of claim 327, wherein the electronic communication includes an indication that a delivery of the product can be carried out a drop off at a recipient's door.

476. (New) The apparatus of any one of claims 327 to 475, wherein the product comprises flowers.

477. The apparatus of claim 327, further including a consumer computer system controlling the order being received at the computer system and thereby controlling the shipment.

478. The apparatus of claim 327, further including the shipper computer system communicating the waybill data, corresponding to the order, received at the computer system.

479. The apparatus of claim 327, further including a financial institution computer system communicating payment data, corresponding to the order, which is received at the computer system.



480. (New) Apparatus including:

a consumer ordering computer system, communicating over a digital network to place an order for a product so as to cause a computer system to process the order and use waybill data, received via the digital network from a shipper computer, to produce an electronic communication which is output to a distribution center, via the digital network, and which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill.

481. (New) Apparatus including a computer system providing a web site which provides a single point of access to viewing and purchase flowers, and have the flowers delivered via a waybill.

482. (New) Apparatus comprising:

a computer system programmed to perform the operations of:  
processing orders received from consumer ordering systems at a web site and waybill data received from a courier computer system, including for each order:  
communicating with a financial institution computer system to obtain payment for the order, and sending an electronic communication to a distribution center which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill.

483. The apparatus of claim 482, wherein for each said order, the order center computer system selects the one of the distribution centers for the shipment.

484. The apparatus of claim 482, wherein for at least one of said orders, the product comprises flowers.

485. (New) Apparatus including:

a computer system performing operations including processing an order for flowers, which has been received via a web site from an ordering computer, and waybill data, which has been received via the digital network from a shipper computer, so as to produce an electronic communication which is output to the digital network and which, when printed on one sheet, comprises a waybill and a specification of the flowers that fulfill the order by shipment of the flowers with the waybill.

485. (New) The apparatus of claim 485, wherein the operations include providing web pages, one of the pages providing links associated respectively with flower arrangements corresponding to an upcoming holiday.

486. (New) The apparatus of claim 485, wherein the operations include providing web pages, one of the pages providing links associated respectively with flower arrangements corresponding to an upcoming day, each arrangement being viewable in a selectable detailed view mode.

487. (New) The apparatus of claim 485, wherein the operations include providing web pages, one of the pages providing a link associated with long stem roses.

488. (New) The apparatus of claim 485, wherein the operations include providing web pages, one of the pages providing links associated respectively with flowers.

489. (New) The apparatus of claim 485, wherein the sheet, when printed, comprises three addresses.

490. (New) The apparatus of claim 485, wherein the sheet, when printed, comprises three addresses, one of the addresses comprising a dot com address.

491. (New) The apparatus of claim 485, wherein the electronic communication is received at a distribution center printer, and the sheet comprises perforations indicating a location to separate the waybill.

492. (New) The apparatus of claim 485, wherein the electronic communication is received at a distribution center printer, the sheet comprises preprinted art work, and the operations include processing the waybill data to produce a format such that the electronic communication, when printed, does not overlap the art work with the waybill.

493. (New) The apparatus of claim 485, wherein the sheet is a sheet with pre-printed artwork.

494. (New) The apparatus of claim 485, wherein the operations include providing web pages, wherein at least one of the pages provides selectable sorting by type of flower.

495. (New) The apparatus of claim 485, wherein the operations include providing web pages, one of the pages providing selectable sorting by type of flower.

496. (New) The apparatus of claim 485, wherein the operations include providing web pages, one of the pages providing selectable sorting by price.

497. (New) The apparatus of claim 485, wherein the operations include providing web pages, one of the pages providing selectable sorting by popularity.

498. (New) The apparatus of claim 485, wherein the operations include providing web pages, one of the pages providing selectable sorting by type of plant.

499. (New) The apparatus of claim 485, wherein the operations include providing web pages, one of the pages featuring flowers with a link to select roses.

500. (New) The apparatus of claim 485, wherein the operations include providing web pages, one of the pages featuring flowers with a link to select tulips.